

Employer Pre-Launch Offer

Wayfindr launches on **May 15, 2019**. Companies who claim (or create) a Wayfindr Profile on or before this date, will receive a free **standard** membership and unlimited job posting for 6 months. [Click here to get started.](#)

To upgrade to an **enhanced** or **premium** membership for free complete [these steps](#) on or before launch.

BRANDING & ENGAGEMENT

BRANDING

Multimedia [company profile](#)

Customizable text, image & video [Glimpses](#)

OUTREACH

Automatic [feed & calendar](#) updates for new jobs, events & profile updates to followers

Automatic 'recommended company' positioning to non-followers

ENGAGEMENT

Respond to company [reviews](#)

Participate in industry & company-related [discussions](#)

CANDIDATE ATTRACTION

JOB POSTINGS

Multimedia [job post](#) with customizable text, image & video [Glimpses](#)

Advanced 'must have, nice to have' matching criteria

Automatic [feed & calendar](#) updates to job savers

Apply link to external (e.g. company careers) page

'Similar jobs' panel populated by own jobs first

JOB TYPES

Jobs & careers (grad/postgrad programs, entry, junior & mid-level jobs)

Work experience (placements, internships, insights, campus ambassadors)

Other jobs & careers (part-time, seasonal, temp, contract, freelance, volunteer)

EVENT POSTINGS

Multimedia [event post](#) with customizable text, image & video [Glimpses](#)

Advanced 'must have, nice to have' targeting criteria

Automatic [feed & calendar](#) updates to event savers

Apply link to external (e.g. typeform, eventbrite) page

'Similar events' panel populated by own events first

EVENT TYPES

All types (on-campus, in office, virtual)

COMPANY, JOB & EVENT SEARCH RANKING

1st tier search results ranking

2nd tier search results ranking

3rd tier search results ranking

SCREENING & SELECTION TOOLS

Access to in-profile applicant video bio

Access to in-profile applicant [verifications](#)

On-platform applicant selection tool

On-platform applicant messaging

[BlindHire™](#) unconscious bias tool

Export applicants to CSV (with contact info)

Applicant notification email (with pdf profile)

Downstream integration (ATS/CMS)

TEAM MANAGEMENT

User seats

ENHANCED ATTRACTION & ADVERTISING

ON-PLATFORM

Targeted jobseeker [feed & calendar](#) messaging

Targeted jobseeker [notifications inbox](#) messaging

Targeted jobseeker [My Campaigns](#) messaging

OFF-PLATFORM

Targeted jobseeker email or sms messaging

FEATURED EMPLOYERS

Home and search page spotlights

	Standard	Enhanced	Premium
Access to basic features.	Access to basic features.	Limited access to enhanced features.	Unlimited access to all features.
	\$ 0 /mo FOR ACCOUNTS CREATED BY MAY 15.	STARTING AT \$ 75 /mo	STARTING AT \$ 149 /mo
BRANDING & ENGAGEMENT			
BRANDING			
Multimedia company profile	✓	✓	✓
Customizable text, image & video Glimpses	✓	✓	✓
OUTREACH			
Automatic feed & calendar updates for new jobs, events & profile updates to followers	✓	✓	✓
Automatic 'recommended company' positioning to non-followers	✗	✗	✓
ENGAGEMENT			
Respond to company reviews	✗	✓	✓
Participate in industry & company-related discussions	✗	✓	✓
CANDIDATE ATTRACTION			
JOB POSTINGS			
Multimedia job post with customizable text, image & video Glimpses	✓	✓	✓
Advanced 'must have, nice to have' matching criteria	✓	✓	✓
Automatic feed & calendar updates to job savers	✓	✓	✓
Apply link to external (e.g. company careers) page	✓	✓	✓
'Similar jobs' panel populated by own jobs first	✗	✗	✓
JOB TYPES			
Jobs & careers (grad/postgrad programs, entry, junior & mid-level jobs)	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
Work experience (placements, internships, insights, campus ambassadors)	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
Other jobs & careers (part-time, seasonal, temp, contract, freelance, volunteer)	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
EVENT POSTINGS			
Multimedia event post with customizable text, image & video Glimpses	✓	✓	✓
Advanced 'must have, nice to have' targeting criteria	✓	✓	✓
Automatic feed & calendar updates to event savers	✓	✓	✓
Apply link to external (e.g. typeform, eventbrite) page	✓	✓	✓
'Similar events' panel populated by own events first	✗	✗	✓
EVENT TYPES			
All types (on-campus, in office, virtual)	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
COMPANY, JOB & EVENT SEARCH RANKING			
1 st tier search results ranking	✗	✗	✓
2 nd tier search results ranking	✗	✓	✗
3 rd tier search results ranking	✓	✗	✗
SCREENING & SELECTION TOOLS			
Access to in-profile applicant video bio	✓	✓	✓
Access to in-profile applicant verifications	✓	✓	✓
On-platform applicant selection tool	✓	✓	✓
On-platform applicant messaging	✓	✓	✓
BlindHire™ unconscious bias tool	✗	✓	✓
Export applicants to CSV (with contact info)	✗	✗	✓
Applicant notification email (with pdf profile)	○ OPTIONAL ^F	○ OPTIONAL ^F	○ OPTIONAL ^F
Downstream integration (ATS/CMS)	○ OPTIONAL ^S	○ OPTIONAL ^S	○ OPTIONAL ^S
TEAM MANAGEMENT			
User seats	✓ UP TO 3	✓ UP TO 10	✓ UNLIMITED
ENHANCED ATTRACTION & ADVERTISING			
ON-PLATFORM			
Targeted jobseeker feed & calendar messaging	○ OPTIONAL ^S	○ OPTIONAL ^S	○ OPTIONAL ^S
Targeted jobseeker notifications inbox messaging	○ OPTIONAL ^S	○ OPTIONAL ^S	○ OPTIONAL ^S
Targeted jobseeker My Campaigns messaging	○ OPTIONAL ^S	○ OPTIONAL ^S	○ OPTIONAL ^S
OFF-PLATFORM			
Targeted jobseeker email or sms messaging	○ OPTIONAL ^S	○ OPTIONAL ^S	○ OPTIONAL ^S
FEATURED EMPLOYERS			
Home and search page spotlights	○ OPTIONAL ^S	○ OPTIONAL ^S	○ OPTIONAL ^S